



Transforming the meeting experience together

ClickShare Alliance Partner Program

BARCO

Welcome to the ClickShare Alliance Partner Program

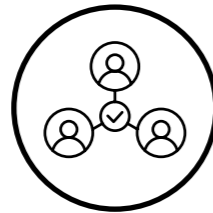
Transforming the meeting experience together.
That is why Barco allies with other top players.

The ClickShare Alliance Partner Program enables technology vendors to integrate, validate, and jointly promote solutions that complement Barco's ClickShare portfolio and build a strong, interoperable meeting room solution ecosystem.

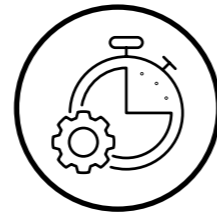
Together we can bring



Verified compatibility and consistent performance



Integrated, easy-to-use solutions across meeting spaces



Faster deployment and reduced IT complexity

At Barco we believe strong, solid and long-lasting partnerships are key for growing businesses effectively. Teaming up with like-minded vendors to bring one simple, state-of-the-art solution with guaranteed compatibility to customers and joining forces to create next-generation Unified solutions, that's what the ClickShare Alliance Partner Program stands for. Because great things happen, when partners click.

Yannic Laleeuwe, Marketing Director Meeting Experience



The power of partnerships

Why team up with Barco ClickShare?

Gain from our industry leading technology in wireless collaboration and conferencing, extend the value of your products, tap into strong marketing & sales presence and benefit from our large network of combined sales channels.



World's #1 wireless collaboration system



Market-leading award-winning solution



Installed at +130k customers

A strong partnership for a faster route to revenue

The ClickShare Alliance Partner Program creates opportunity for joint growth. Through enhanced compatibility testing and sustained certification processes, customers enjoy consistent, reliable performance of devices across all meeting rooms – from huddle spaces to large conference spaces.



More opportunities

Combined solutions, thoroughly tested to work seamlessly together.



More reach

Our combined sales & marketing presence and a +1.5 million installed base gives more reach into different markets.



More revenue

A faster route to revenue and more sales opportunities when we join forces.

Perfectly matched partners

Working together on joint certified and compatible solutions that offer customers consistent performance and future-ready meeting environments.

Two partnership levels

Our ClickShare Alliance Partner Program offers a rich set of benefits and requirements.

Alliance Partner



Quickly verify interoperability with our ClickShare portfolio and become listed on our 'Compatible Devices' list.

Open to all vendors

Premier Alliance Partner



Barco invites partners to focus on product interoperability, joint marketing collaboration, advanced support and business development in different regions.

Upon invitation only

Two device interoperability levels

Clear interoperability testing ensures meeting room devices work flawlessly with ClickShare and give customers confidence. Interoperable devices can be: cameras, speakerphones, DSPs, all-in-one bars, room control, HDMI switching, displays and USB accessories.

Compatible with ClickShare



Interoperability tested by partner, with every firmware release.

Certified for ClickShare



Interoperability tested by both Barco and the partner with every firmware release. Meeting technical specifications and portfolio alignment as defined by Barco. Actively supported and recommended for use with ClickShare through our alliance partnership.

ClickShare Hub bundles

for seamless collaboration in Microsoft Teams Rooms

ClickShare Hub, a modular room system, is certified for Microsoft Teams when bundled with specific AV devices from our Premier Alliance Partners, creating a complete solution for Microsoft Teams Rooms of every size.

ClickShare Hub functions as powerful compute in the meeting room, enabling smart tools like Copilot and Facilitator accessible in Microsoft Teams. ClickShare Hub brings AI-powered features alive and makes the meeting experience smart, secure and simple.



Certified for Microsoft Teams, ensuring a **seamless integration** and a **consistent user experience**



Built on Microsoft Device Ecosystem Platform (MDEP) for **secure, Android-based room system** performance



One-click 4K content sharing with **next-gen ClickShare Buttons** featuring Wi-Fi 6E and USB-C DisplayPort™



How do you benefit?

By joining the ClickShare Alliance Partner Program, vendors gain access to:

- Validated partner products are listed on the Barco website
- Technical collaboration and certification support
- Sales enablement tools
- Global sales and channel ecosystem
- Co-Marketing

From certified badges to joint marketing, you can consult the complete overview per partnership level below.



	Alliance Partner	Premier Alliance Partner
GENERAL		
Designated Alliance Manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Designated Alliance Operations Manager*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly business review	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Roadmap sharing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
INTEROPERABILITY		
Compatibility test support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ClickShare certification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ClickShare test equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Testing and certification handbook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ClickShare API XMS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced support and dedicated resources	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Microsoft Teams bundle certification	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING		
Co-marketing and joint events	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Listing on Barco website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Alliance solution discription on our website	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Barco ClickShare on Alliance website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reseller campaign guide**	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Press Release **	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SALES		
PlayBook	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Try & Buy Packages***	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reference achitecture	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sales team cooperation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ClickShare attach rate report	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sales training	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity support and quotation	<input type="checkbox"/>	<input checked="" type="checkbox"/>

* for partners with certified solutions, ** for Microsoft Teams certified bundles, *** for selected partner

What do we expect?

Joining the ClickShare Alliance Partner Program is easy. We expect partners to actively promote the certification or partnership and commit to growing our business together. Requirements for research & verification, technical support and joint sales & marketing differ for each level of partnerships. From non-disclosure agreements, program terms and conditions to sales training and joint marketing events. You can consult the complete overview per partnership level below.



	Alliance Partner	Premier Alliance Partner
GENERAL		
Designated Partnership Manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly Partner Business Review completion	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Program Terms and Conditions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Non-disclosure agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing Market insights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Memorandum of Understanding (MoU)*	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEVELOPMENT AND VERIFICATION		
Provision of Partner NFR Testing equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrated and sustained product interoperability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of partner integration tools, technical documentation, testing and certification guidelines	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Alignment of product roadmap	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TECHNICAL SUPPORT		
Technical support and test contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced support for premier partners	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Support sold offerings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SALES		
Global and Regional Relationship Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Training on joined solution offering	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity Sharing (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING		
Provision of updated company info, logo and product information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco presence on partner website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-marketing initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

* for Microsoft Teams certified bundles

About ClickShare

Barco ClickShare is Barco's award-winning wireless meeting room solution for easy video conferencing, collaboration and presentation.

Starting a meeting is simple, with just one click on the ClickShare Button, App or Control Panel. No cables, no hassle.

ClickShare comes in three ranges:



ClickShare Conference

Wireless conferencing solutions for hybrid meetings



ClickShare Hub

Modular wireless video conferencing room systems for effortless collaboration in Microsoft Teams Rooms



ClickShare Present

Wireless presentation solutions for face-to-face meetings

ClickShare's solutions bring unparalleled flexibility to IT admins. It's the perfect fit for any company with high security, sustainability and network integration standards. With the XMS Cloud Management Platform you enjoy easy management of units and clear analytics to drive your digital workplace, so your employees and guests love meeting.

About Barco

Barco, headquartered in Kortrijk (Belgium), is a global technology company leading in visualization, networking, and collaboration solutions. Its innovative technologies drive advancements in the healthcare, enterprise, and entertainment markets. At the heart of Barco's success are over 3,000 dedicated 'visioneers', each passionately contributing to driving change through technology

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